

A STUDY OF CONSUMERS' EXPERIENCE ON ONLINE SHOPPING IN NIGERIA

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Abstract

Online shopping is defined as the act of buying goods and/or services using the internet as a medium. This process removes stresses and risks in embarking on long distance journey as well as removing the barriers of buying an item from any part of the world no matter the distance. This work has the objectives of assessing the major mode of payment for online shopping, assessing the extent of delay experienced in the delivery of online goods if any, and assessing how satisfactory online shoppers are with the delivered goods or services.

It adopts the use of questionnaire which was administered to some respondents in Abuja, the Federal Capital Territory in a random manner, and through the social media (facebook and whatsapp) platform to allow wider feedback from all over the country. A total of 340 questionnaires were administered; 325 were retrieved in which five of them were invalid while 320 were correctly attended to. In these 320 valid questionnaires, 200 responses were from social media (facebook and whatsapp) platform whereas the remaining 120 were from the respondents in Abuja.

It was observed that the common mode of payment for online goods and/or services in Nigeria is payment before delivery. Also, it was shown that 78.9% of the respondents are very satisfied with the online shopping even though it is characterized with little delay in the delivery. Furthermore, in as much as most of the respondents were very satisfied with the online shopping, close to one-third (31.2%) of the respondents are not sure if they will do online shopping in future, 9.4% said they will never do, while 59.4% responded that they will do in future; a development which I think will be of concern for the online products sellers, but which I think can be surmounted with proper orientation of consumers and creation of more awareness about online shopping.

Keywords: Online shopping, Delay, Questionnaire, Internet, Satisfaction.

1.0 INTRODUCTION

1.1 About online transaction

Online shopping is defined as “the act of purchasing products or services over the internet” (businessdictionary.com). It can also be defined as “electronic shopping done via the internet” (dictionary.com). Various materials or goods such as electronic gadgets, household utensils, automobiles, books, science equipment, etc can be bought online from any part of the world without the buyer travelling to the destination in which the materials are sold. This removes stresses in embarking on long distance journey as well as removing the barriers of buying an item from any part of the world no matter the distance.

Internet shopping is one of the widely and commonly used mediums for convenient shopping. It is in fact, a popular means of shopping in the Internet community (Bourlakis *et al.*, 2008). With internet connection, the consumer can have access to many products or services from all over the world even at the comfort of his or her home. This makes it possible for thorough comparisons to be made among the available goods or services. It has been seen that online shopping provides more satisfaction to the modern day consumers who are seeking convenience as well as speed (Yu and Wu, 2007).

Compared to physical stores, online stores have many advantages: They are convenient and time saving and no more traveling and waiting in lines is needed. They are open in all time and they are accessible anytime and anywhere. These stores provide consumers with free and rich information about products and services (Mohammad, *et al.*, 2012). Some online shops or business platforms used by Nigerians are jumia, jiji, kongka, alibaba, ebay, Kaymu, etc.

1.3 Aim and Objectives

1.3.1 Aim

The aim of this research work is to examine the consumers’ experience on online shopping in Nigeria.

1.3.2 Objectives

- i. To assess the major mode of payment for online shopping
- ii. To assess the extent of delay experienced in the delivery of online goods if any
- iii. To assess how satisfactory online shoppers are with the delivered goods or services

1.4. Research questions

The questions that will be addressed in this work are:

- i. How did you (the costumer) make the payment?
- ii. How was the delivery?
- iii. Were you (the costumer) satisfied with the delivered goods?
- iv. Would you like to do online shopping in future based on your previous experience or if you have never done one?

2.0 REVIEW OF RELATED WORKS

Some works reviewed in the course of this work are: Online shopping trends and its effects on consumer buying behavior: a case study of young generation of Pakistan by Muhammad et al, 2015. Their work examined the relationship between factors affecting the buying behavior of consumer towards online shopping in Pakistan. The factors considered in the work were trust, time, product variety, convenience and privacy, on consumer buying behavior, and it was found out from the statistical analysis of the data collected that trust and convenience have greater impact on whether people choose to buy online or through brick and mortar stores, while privacy has a little effect on their buying behavior. In 2015, Mahmoud did a work entitled “Assessing the Consumers’ Propensity for Online Shopping: A Demographic Perspective”, he made use of questionnaires to obtain information from consumers in Saudi-Arabian market in order to achieve two aims- to identify consumers’ propensity for online shopping, and to investigate the association of gender, income, age, and education with consumers’ propensity for online shopping. He observed that there were insignificant differences in consumers’ propensity for online shopping between males and females and between the various levels of age. Also, he

observed that significant differences occurred between the levels of income and education for the higher levels.

Olusoji, *et al.*, 2015, carried out similar work entitled “Risk and Trust in Online Shopping: Experience from Nigeria ”. Respondents in Lagos, Port Harcourt and Abuja responded to 100 questionnaires. In the process, correlation analysis was carried out to test for relationship between variables. It was discovered by them that the presence of perceived risk negatively affects trust in online shopping and that perceived usefulness of online shopping has a positive effect on actual usage of online shopping.

Mohammad, *et al* 2012, explained that “financial risks and non-delivery risk negatively affected attitude toward online shopping”. This was observed in their work in analyzing factors affecting online shopping behavior of consumers. With the findings from these works reviewed and others not recorded in this work, there is still need to examine the experience of consumers on online shopping, especially those that have done it at one time or the other, as well as obtaining data on the thought of those who have never done online shopping, the aim we want to achieve in this work. The result of this work will be important for both the sellers and the buyers.

3.0 METHODOLOGY

This research work makes use of questionnaire to obtain the required data. A total of 340 copies questionnaire will be administered. Some questionnaires will be distributed to respondents in Abuja, the Federal Capital Territory of Nigeria, while some will be administered through social media platform. The social media that will be used are facebook and whatsApp. The questionnaire is designed to provide the answers which will be used to achieve the aim and objectives of the research work as presented in the research questions.

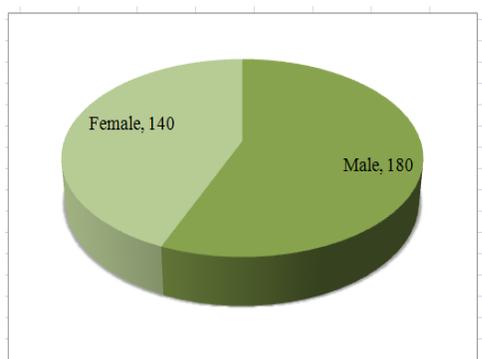
Microsoft excel software package will be used for the statistical analysis of the data - to analyse the results in terms of percentages calculations as well as chart and tabular representations.

4.0 RESULTS AND DISCUSSION

A total of 340 questionnaires were administered; 325 were retrieved in which five of them were invalid while 320 were correctly done. In these 320 valid questionnaires, 200 copies were from social media (facebook and whatsApp) platform whereas the remaining 120 was from the respondents in Abuja, the Federal Capital Territory. The data shows that 180 respondents are males and 140 respondents are females (fig. 4.1). In other words, 56.25% of the respondents are males while 43.75% are females, though the questionnaires were randomly distributed without any preference. The data also shows that 9.4% of the respondents are of age group 16-25 years, 65.6% are of age group 26 – 35 years, 15.6% are of age group 36 -45 years, while 9.4% are of age 46 years and above. This is shown in table 4.1. The higher percentage of those in age group 26 -35 years (fig. 4.2) is as a result of the activeness on the social media as the larger part of that group was gotten through social media platform.

Table 4.1: The age group of the respondents

S/N	Age group	No of persons	Percentages (%)
1	Between 16-25 years	30	9.4
2	Between 26 – 35	210	65.6
3	Between 36 -45	50	15.6
4	46 years and above	30	9.4
Total		320	100



4.1 Pie chart of the gender of the respondents

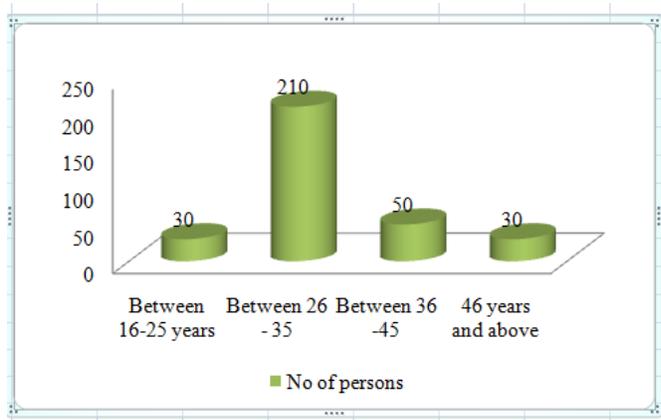


Fig. 4.2: Bar chart of age group of respondents

Table 4.2: Respondents with or without previous knowledge of online shopping

S/N	Whether or not respondent ever did online shopping	Number of respondents	Percentages (%)
1	Respondents who have ever done online shopping	190	59.4
2	Respondents who have never done online shopping	130	40.6
Total		320	100

Table 4.3: Response on mode of payment

S/N	How the payment was made	Number of respondents	Percentages (%)
1	Before delivery	120	63.2
2	After delivery	70	36.8
Total		190	100

Among the 320 respondents, 59.4 % of the respondents have done online shopping before whereas 40.6% have not done online shopping before (table 4.2). As regards the mode of payment, i.e. before delivery or after delivery of goods, out of 190 respondents that have done online shopping before, it was shown from the data that 63.2% made the payment before delivery while the 36.8% said that they made their payment after their goods were delivered (table 4.3).

Table 4.4: Response of consumers on the timeliness of delivery of the goods ordered for

S/N	Timeliness of delivery	No of respondents	Percentage (%)
1	On time	70	36.8
2	Little delay	110	57.9
3	Much delay	10	5.3
Total		190	100

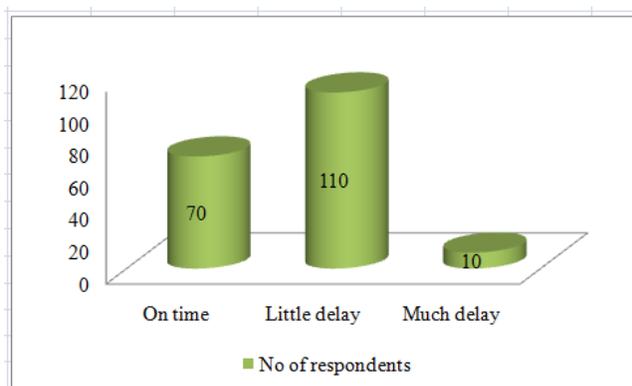


Fig. 4.3: Chart of the timeliness of the delivery of the goods

In most online transactions, the major factor considered by many people is the timeliness in the delivery of the good order for. In this work, the data shows that 36.8% responded that their goods were delivered on time, 57.9% stated that their goods were delivered with little delay while 5.3% responded that their goods were delivered with much delay (Table 4.4 & fig.4.3). The delay in delivery of any goods whether with little or much delay will in most cases defeat the aim for which the material is paid or ordered for.

Table 4.5: Responses of costumers on their extent of satisfaction on the delivered goods.

S/N	Extent of satisfaction	No of respondents	Percentage (%)
1	Very satisfied	150	78.9
2	Partly satisfied	30	15.8
3	Not satisfied	10	5.3
Total		190	100

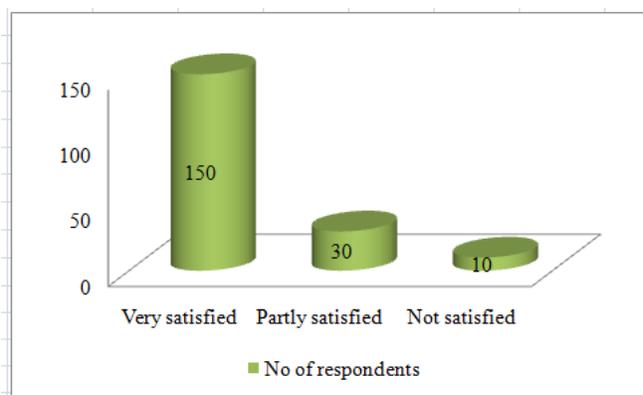


Fig. 4.4: Chart of the extent of satisfaction on the delivered good

Satisfaction is a key factor in any goods one buys either from the market, brick wall shop or through any medium. According to the data, on whether the respondents are very satisfied, partly

satisfied or not satisfied with the goods they shopped online, 78.9% responded that they were very satisfied, 15.8% responded that they are partly satisfied and 5.3% of them responded that they are not satisfied with the delivered good. This is shown in table 4.5 and fig. 4.4.

Table 4.6: Response of customers on future online shopping

About future online transaction	Whether or not will in future do online shopping	No of respondents	Percentage (%)
Customers who never shopped online	Yes	50	38.5
	No	10	7.7
	Not sure	70	53.8
Customers who have shopped online	Yes	140	73.7
	No	20	10.5
	Not sure	30	15.8
Both customers with/without previous online shopping	Yes	190	59.4
	No	30	9.4
	Not sure	100	31.2

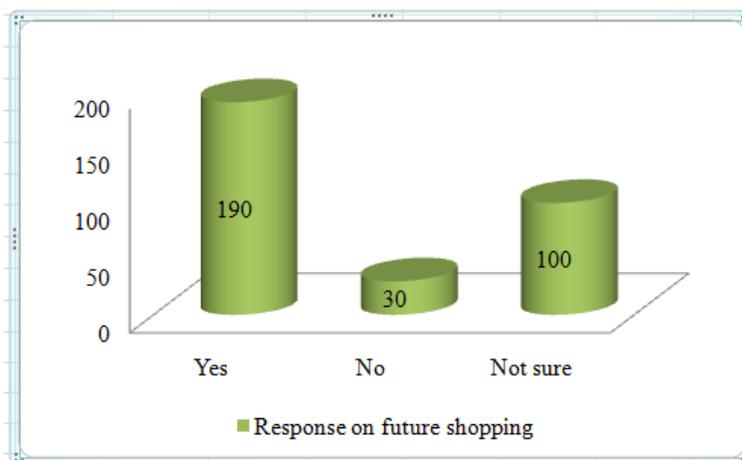


Fig 4.5: Chart on the response concerning future online shopping by the respondents

On whether or not the respondents will like to do online shopping in future, it was shown that there are some respondents who have never done online shopping but will like to do in future while some responded that they will never do, and some still do not know if they will or will not involve in online shopping in future. The same scenario is observed among those who have done online shopping before. It was observed that some respondents who have done online shopping before will still like to do in future, while some said they will never do again with some not sure if they will or will not do in future.

From the data, it was seen that of those that never did online shopping, 38.5% said they will do in future, 7.7% said they will never do and 53.8% said they are not sure if they will or will not do in future, and of those that have done before, it was shown that 73.7% said they will do in future, 10.5% said they will never do and 15.8% said they are not sure if they will or will not do in future. This is shown in table 4.6.

On the whole, for all the respondents (both who have done before and those who never did), the data showed that 59.4% said they will do in future, 9.4% said they will never do and 31.2% said they are not sure if they will or will not do in future (fig. 4.5).

5.0 CONCLUSION

The analysis of the data obtained from the respondents on their experience on online shopping using a questionnaire has been carried out with some results shown in tabular form along with some figures. From the results, it can be said that the common mode of payment for online goods and/or services is payment before delivery. Also, it was shown that more than three-quarter of the respondents (78.9%) are very satisfied with the online shopping even though it is characterized with little delay in the delivery. This result will act as a guide for online marketers to improve on the delivery time of their good which many respondents have complained about. Furthermore, in as much as most of the respondents were very satisfied with the online shopping, close to one-third (31.2%) of the respondents are not sure if they will do online shopping in future, while 9.4% said they will never do in future; a development which is not very encouraging and should source of concern for online product sellers.

6.0 RECOMMENDATION

As a result of nearly one-third (31.2%) of the respondents that are not sure if they will do online shopping in future and 9.4% of the respondents that said they will never shop online in future, there is need to find out some of the reasons why they are not interested in online shopping. This will be a future research work which we will embark on soon.

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